

FIRST COAST NEWS



A GANNETT COMPANY

	WTLV-TV
Primary AE:	Jim Quinn
Sales Office:	T-PHI
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$34,500.00	\$29,325.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$34,500.00</b>	<b>\$29,325.00</b>	<b>0.00</b>

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	13%	\$20,386.36
WCWJ	0%	\$0.00
WJXT	24%	\$37,636.36
WJXX	9%	\$14,113.64
WTEV	32%	\$50,181.82

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/04/12	09/07/12	M-F 6-7a M-F 6-7am	CM	6a-7a	-TWTF--	1:00	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-TWTF--		4		\$1,400.00		0.00					
E 2	WTLV	09/04/12	09/07/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-TWTF--	1:00	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-TWTF--		4		\$350.00		0.00					
E 3	WTLV	09/04/12	09/07/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWTF--	1:00	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
1X MAX/DAY															

Order / Rev: 711077  
 Alt Order #: 6302663  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans For Prosperity  
 Product Desc: AMERICANS FOR PROS  
 Estimate: 433

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTLV	09/04/12	09/07/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWTF--	1:00	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4			\$800.00			0.00			
E 4	WTLV	09/04/12	09/07/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-TWTF--	1:00	4	\$2,200.00	P-1	0.00	NM	4	\$8,800.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		4			\$2,200.00			0.00			
E 5	WTLV	09/04/12	09/08/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-TFS-	1:00	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		1X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-TFS-		4			\$1,000.00			0.00			
E 6	WTLV	09/08/12	09/08/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	1:00	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$500.00			0.00			
E 7	WTLV	09/08/12	09/08/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	1:00	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		2			\$500.00			0.00			
E 8	WTLV	09/08/12	09/08/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$600.00			0.00			
E 9	WTLV	09/08/12	09/08/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$600.00			0.00			
E 10	WTLV	09/08/12	09/08/12	Sat Prime B Sat Prime B	CM	Sat 9p-10p	-----S-	1:00	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		2			\$1,300.00			0.00			
E 11	WTLV	09/08/12	09/08/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1			\$600.00			0.00			
E 12	WTLV	09/09/12	09/09/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	1:00	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$1,000.00			0.00			
E 13	WTLV	09/10/12	09/10/12	M-F 6-7a M-F 6-7am	CM	6a-7a	M-----	1:00	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1			\$1,200.00			0.00			
E 14	WTLV	09/10/12	09/10/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M-----	1:00	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1			\$400.00			0.00			
E 15	WTLV	09/10/12	09/10/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	1:00	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1			\$800.00			0.00			
E 16	WTLV	09/10/12	09/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	1:00	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1			\$1,400.00			0.00			



Order / Rev: 711077  
 Alt Order #: 6302663  
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans For Prosperity  
 Product Desc: AMERICANS FOR PROS  
 Estimate: 433  
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WTLV	09/10/12	09/10/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-----	1:00	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	09/10/12	09/16/12	M-----		1		\$800.00		0.00					
													Totals	34	\$34,500.00

REP HEADLINE# 6302663      REP: TEL# 610-293-4100      FAX# 610-225-7233  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET      HARRIS RPT.      FROM STATION AUG31/12 10.01  
\*\*\* WTLV-TV \*\*\*

NEW	BIAS#	DATE
ADD	\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$	MENTZER MEDIA SERVICES, INC.
DELETE	2/ADVERTISER#	ISS/AMER FOR PROSPERITY
ORDER	3/PROD# EST#433	AMERICANS FOR PROS
	20/EOS 4/SLSP#	JIM QUINN
LINE/S	5/REP#	- PHILADELPHIA
	21/BILL WK.	9/AREA
PARTIAL LINE/S	63/PCON 64/ACON	10/BILL CODE
AGENCY - 600 FAIRMOUNT AVENUE, SUITE 306	11/RATE CARD	16/BYR - ELISE CLOYD
ADDRESS TOWSON, MD 21286	14/ORDER TYPE	17/RTG SVC - NSI
START DATE-SEP4/12 END DATE-SEP10/12 WK-1	57/CO-OP TYPE	CO-OP KEY D/P REC#
	59/STATE TAX	58/CITY TAX

REP: TO SCOTT  
FR JARED FOR JIM  
NEW AMS FOR PROSPERITY ORDER  
TOTAL \$34500  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

NOTICE: AMERICANS FOR PROSPERITY  
CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 34500.00  
TOTAL SPOTS 34







REP: TEL# 610-293-4100 FAX# 610-225-7233  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM REP

AUG31/12 09.45  
\*\*\* WTLV-TV \*\*\*

REP HEADLINE# 6302663

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD	SC#	STS	SPOT /LIN
11		SAT		600P-630P			60	09/08	09/08					1	\$600.00					1

PROGRAM : NEWS  
RA50+ : 7.0

12		SUN		900A-1000A			60	09/09	09/09					1	\$1,000.00					1
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PROGRAM : MEET THE PRESS  
RA50+ : 4.0

13		MON		600A-700A			60	09/10	09/10					1	\$1,200.00					1
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PROGRAM : GD MORN JAX  
RA50+ : 3.0

14		MON		1200N-1230P			60	09/10	09/10					1	\$400.00					1
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PROGRAM : NEWS  
RA50+ : 2.0

15		MON		530P-600P			60	09/10	09/10					1	\$800.00					1
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PROGRAM : NEWS  
RA50+ : 4.0

16		MON		700P-730P			60	09/10	09/10					1	\$1,400.00					1
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PROGRAM : WHEEL  
RA50+ : 9.0

17		MON		1100P-1135P			60	09/10	09/10					1	\$800.00					1
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PROGRAM : NEWS  
RA50+ : 3.0

SEP/12 34500.00 CONTRACT TOTAL 34500.00  
TOTAL SPOTS 34

MARKET TOTALS \$156,818 WTLV 22% WAWS 13% WJXT 24% WTEV 32% CABL 0% WJXX 9%  
WPXC 0%

SVC- NSI  
DEMOS- RA50+\*

70560

**AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location: <u>WTV</u>	Date: <u>8/30/12</u>
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I, Lauren A. Schumacher

do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$ 31450 GROSSThis broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes☐ No



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

Date 11/17/2012 Signature [Signature]  
Contact Phone Number 703-224-3200

### TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Title \_\_\_\_\_

\* \* R I V E R C I T Y \* \*  
\* \* Brewing Company \* \*  
\* \* Jacksonville, Florida

21228 David McC

39/2 7491 GST 2  
AUG30'12 12:16PM

1 Salmon Pasta 9.95  
1 Salmon BLT 10.95  
Food 20.90  
Tax 1.46  
Amount Due \$22.36

PLANNING A RECEPTION, DINNER,  
MEETING OR WEDDING? SPACE  
AVAILABLE IN OUR RESTAURANT AND  
2ND FLOOR PRIVATE BANQUET ROOMS  
ASK YOUR SERVER FOR DETAILS.

ALL DRINK PRICES  
INCLUDE SALES TAX

MAKE YOUR RESERVATION FOR OUR  
SUNDAY BRUNCH WHICH INCLUDES  
ALL YOU CAN EAT CRAB LEGS

Jane Bruce  
Robert Mendoza

River City Brewing Company  
Credit Card Voucher

CHECK: 7491  
TABLE: 39/2  
SERVER: 21228 David McC  
DATE: AUG30'12 12:46PM  
CARD TYPE: Master Card  
ACCT #: XXXXXXXXXX2627 \*  
EXP DATE: XX/XX  
AUTH CODE: 07188P

SUBTOTAL: 22.36

Gratuity

Total

Signature

\*\*\*\*\*  
FOR PARTIES OF EIGHT OR MORE  
19% GRATUITY IS INCLUDED  
\*\*\*\*\*

Gannett - Robert  
Lore

Jane Bruce

Discussed digital bltz  
follow up strategy